

## ORDER



## Orders

Order / Rev:	702402
Alt Order #:	06241652
Product Desc:	MCCRORY FOR NC GOV
Estimate:	917923
Flight Dates:	09/17/12 - 09/23/12
Original Date / Rev:	07/25/12 / 07/26/12
Order Type:	Political

	<b>WFMY-TV</b>
Primary AE:	Nick Welte
Sales Office:	T-PHI
Sales Region:	NAT

**Agency**

Name:	Smart Media Group Inc/ POL
Buying Contact:	
Billing Contact:	
	814 King Street
	Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

## Advertiser

Name:	McCrory for NC Governor
Demographic:	A35+
Product Codes:	PL-Governor
Priority:	P-4
Revenue Codes:	AGY, GEN, POL

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	59	\$11,805.00	\$10,034.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	59	\$11,805.00	\$10,034.25	0.00
<b>Totals</b>	<b>59</b>	<b>\$11,805.00</b>	<b>\$10,034.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WFMY-TV	37%	\$11,805.00
Market	100%	\$31,905.41

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	29%	\$9,252.57
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	1%	\$319.05
WUNL	0%	\$0.00
WUPN	1%	\$319.05
WXII	28%	\$8,933.51
WXLV	4%	\$1,276.22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/21/12	09/21/12	News 2 at 11 News 2 at 11	CM	11-1135p	----F--	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	----F--		1		\$250.00		0.00					
E 2	WFMY	09/21/12	09/21/12	Price Is Right Price Is Right	CM	11a-12p	----F--	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
ADD TO SCHED 7.18															

Order / Rev: 702402  
 Alt Order #: 06241652  
 Flight Dates: 09/17/12 - 09/23/12

Advertiser: McCrory for NC Governor  
 Product Desc: MCCRORY FOR NC GOV  
 Estimate: 917923

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	09/21/12	09/21/12	Price Is Right Price Is Right	CM	11a-12p	----F--	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$100.00		0.00						
E 3	WFMY	09/21/12	09/21/12	News2 at Noon News2 at Noon	CM	12-1230p	----F--	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$90.00		0.00						
E 4	WFMY	09/21/12	09/21/12	M-F 3-4p Let's Make a Deal	CM	3-4p	----F--	:30	1	\$65.00	P-4	0.00	NM	1	\$65.00
LETS MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$65.00		0.00						
E 5	WFMY	09/21/12	09/21/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	----F--	:30	1	\$160.00	P-4	0.00	NM	1	\$160.00
ANDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$160.00		0.00						
E 6	WFMY	09/21/12	09/21/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	----F--	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
GOOD MRN SH 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$55.00		0.00						
E 7	WFMY	09/21/12	09/21/12	News 2 at 6 News 2 at 6	CM	6-630p	----F--	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$250.00		0.00						
E 8	WFMY	09/21/12	09/21/12	PA (M-F) Wheel/Jopardy	CM	7-8p	----F--	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$220.00		0.00						
E 9	WFMY	09/21/12	09/21/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$40.00		0.00						
E 10	WFMY	09/17/12	09/17/12	Mon Prime C Hawaii Five-0	CM	10-11p	M-----	:30	1	\$650.00	P-4	0.00	NM	1	\$650.00
HAWAII 5-O															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$650.00		0.00						
E 11	WFMY	09/17/12	09/17/12	News 2 at 11 News 2 at 11	CM	11-1135p	M-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$250.00		0.00						
E 12	WFMY	09/17/12	09/17/12	Letterman David Letterman	CM	1135p-1235a	M-----	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$90.00		0.00						
E 13	WFMY	09/17/12	09/17/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$100.00		0.00						
E 14	WFMY	09/17/12	09/17/12		CM	12-1230p	M-----	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00

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Estimate: 917923

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News2 at Noon															
News2 at Noon															
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$90.00		0.00			
E 15	WFMY	09/17/12	09/17/12	M-F 3-4p	CM	3-4p	M-----	:30	1	\$65.00	P-4	0.00	NM	1	\$65.00
Let's Make a Deal															
LETS MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$65.00		0.00			
E 16	WFMY	09/17/12	09/17/12	News 2 at 5	CM	5-530p	M-----	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
News 2 at 5															
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$150.00		0.00			
E 17	WFMY	09/17/12	09/17/12	530-6p Andy Griffith	CM	530-6p	M-----	:30	1	\$160.00	P-4	0.00	NM	1	\$160.00
Andy Griffith															
ANDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$160.00		0.00			
E 18	WFMY	09/17/12	09/17/12	M-F 5-6a	CM	5-6a	M-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
5-6a GMS ROT															
GOOD MRN SH 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$55.00		0.00			
E 19	WFMY	09/17/12	09/17/12	News 2 at 6	CM	6-630p	M-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
News 2 at 6															
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$250.00		0.00			
E 20	WFMY	09/17/12	09/17/12	PA (M-F)	CM	7-8p	M-----	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
Wheel/Jeopardy															
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$220.00		0.00			
E 21	WFMY	09/17/12	09/17/12	CBS This Morning	CM	8-10a	M-----	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
CBS This Morning															
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$40.00		0.00			
E 22	WFMY	09/22/12	09/22/12	Panthers Huddle	CM	1135p-1205a	-----S-	:30	1	\$30.00	P-4	0.00	NM	1	\$30.00
Panthers Huddle															
CAR PANTHERS COACHES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$30.00		0.00			
E 23	WFMY	09/22/12	09/22/12	News 2 at 6 Saturday	CM	6-630p	-----S-	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
News 2 at 6 Saturday															
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$110.00		0.00			
E 24	WFMY	09/22/12	09/22/12	Sat 7-730p	CM	7-730p	-----S-	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
Sat Wheel of Fortune															
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$110.00		0.00			
E 25	WFMY	09/22/12	09/22/12	PA (Sa)	CM	7-8p	-----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
Sat Wheel/Jeopardy															
WHEEL/JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$100.00		0.00			
E 26	WFMY	09/22/12	09/22/12		CM	7-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00

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Advertiser: McCrory for NC Governor  
 Product Desc: MCCRORY FOR NC GOV  
 Estimate: 917923

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Good Morning Show Satu											
				Good Morning Show Sa		(7:00 AM-9:00 AM)									
				GMA WKND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1			\$70.00			0.00			
E 27	WFMY	09/23/12	09/23/12	News 2 at 11	CM	11-1135p	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				News 2 at 11											
				NEWS 2 AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1			\$250.00			0.00			
E 28	WFMY	09/23/12	09/23/12	News 2 at 6 Sunday	CM	6-630p	-----S	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
				News 2 at 6 Sunday											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1			\$110.00			0.00			
E 29	WFMY	09/23/12	09/23/12	Good Morning Show Sun	CM	7-9a	-----S	:30	1	\$75.00	P-4	0.00	NM	1	\$75.00
				Good Morning Show Su		(7:00 AM-9:00 AM)									
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1			\$75.00			0.00			
E 30	WFMY	09/23/12	09/23/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$125.00	P-4	0.00	NM	1	\$125.00
				CBS Sunday Morning											
				CBS SUN MRNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1			\$125.00			0.00			
E 31	WFMY	09/23/12	09/23/12	Sun Prime C	CM	9-10p	-----S	:30	1	\$850.00	P-4	0.00	NM	1	\$850.00
				3											
				GOOD WIFE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1			\$850.00			0.00			
E 32	WFMY	09/20/12	09/20/12	Letterman	CM	1135p-1235a	---T---	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
				David Letterman											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$90.00			0.00			
E 33	WFMY	09/20/12	09/20/12	News2 at Noon	CM	12-1230p	---T---	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
				News2 at Noon											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$90.00			0.00			
E 34	WFMY	09/20/12	09/20/12	News 2 at 5	CM	5-530p	---T---	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
				News 2 at 5											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$150.00			0.00			
E 35	WFMY	09/20/12	09/20/12	M-F 5-6a	CM	5-6a	---T---	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
				5-6a GMS ROT											
				GOOD MRN SH 5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$55.00			0.00			
E 36	WFMY	09/20/12	09/20/12	News 2 at 6	CM	6-630p	---T---	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				News 2 at 6											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$250.00			0.00			
E 37	WFMY	09/20/12	09/20/12	CBS This Morning	CM	8-10a	---T---	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
				CBS This Morning											
				EARLY SHW1-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$40.00			0.00			
E 38	WFMY	09/20/12	09/20/12		CM	9-10p	---T---	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00

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 Estimate: 917923  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Thu Prime B											
				Big Brother 14											
				PERSON OF INTEREST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$900.00			0.00			
E 39	WFMY	09/18/12	09/18/12	Tue Prime C	CM	10-11p	-T-----	:30	1	\$600.00	P-4	0.00	NM	1	\$600.00
				CSI: Crime Scene Inv											
				VEGAS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$600.00			0.00			
E 40	WFMY	09/18/12	09/18/12	News 2 at 11	CM	11-1135p	-T-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				News 2 at 11											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$250.00			0.00			
E 41	WFMY	09/18/12	09/18/12	Letterman	CM	1135p-1235a	-T-----	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
				David Letterman											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$90.00			0.00			
E 42	WFMY	09/18/12	09/18/12	Price Is Right	CM	11a-12p	-T-----	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
				Price Is Right											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$100.00			0.00			
E 43	WFMY	09/18/12	09/18/12	News2 at Noon	CM	12-1230p	-T-----	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
				News2 at Noon											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$90.00			0.00			
E 44	WFMY	09/18/12	09/18/12	News 2 at 5	CM	5-530p	-T-----	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
				News 2 at 5											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$150.00			0.00			
E 45	WFMY	09/18/12	09/18/12	530-6p Andy Griffith	CM	530-6p	-T-----	:30	1	\$160.00	P-4	0.00	NM	1	\$160.00
				Andy Griffith											
				ANDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$160.00			0.00			
E 46	WFMY	09/18/12	09/18/12	M-F 5-6a	CM	5-6a	-T-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
				5-6a GMS ROT											
				GOOD MRN SH 5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$55.00			0.00			
E 47	WFMY	09/18/12	09/18/12	News 2 at 6	CM	6-630p	-T-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				News 2 at 6											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$250.00			0.00			
E 48	WFMY	09/18/12	09/18/12	CBS Evening News	CM	630-7p	-T-----	:30	1	\$375.00	P-4	0.00	NM	1	\$375.00
				CBS Evening News											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$375.00			0.00			
E 49	WFMY	09/18/12	09/18/12	PA (M-F)	CM	7-8p	-T-----	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
				Wheel/Jeopardy											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$220.00			0.00			
E 50	WFMY	09/18/12	09/18/12		CM	8-10a	-T-----	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00

Order / Rev: 702402  
Alt Order #: 06241652  
Flight Dates: 09/17/12 - 09/23/12

Advertiser: McCrory for NC Governor  
Product Desc: MCCRORY FOR NC GOV  
Estimate: 917923

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS This Morning											
				CBS This Morning											
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----		1			\$40.00		0.00				
E 51	WFMY	09/18/12	09/18/12	Tue Prime A	CM	8-9p	-T-----	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
				NCIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----		1			\$1,000.00		0.00				
E 52	WFMY	09/18/12	09/18/12	Tue Prime B	CM	9-10p	-T-----	:30	1	\$850.00	P-4	0.00	NM	1	\$850.00
				NCIS: Los Angeles											
NCIS LA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----		1			\$850.00		0.00				
E 53	WFMY	09/19/12	09/19/12	News 2 at 11	CM	11-1135p	--W----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				News 2 at 11											
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----		1			\$250.00		0.00				
E 54	WFMY	09/19/12	09/19/12	Letterman	CM	1135p-1235a	--W----	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
				David Letterman											
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----		1			\$90.00		0.00				
E 55	WFMY	09/19/12	09/19/12	Price Is Right	CM	11a-12p	--W----	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
				Price Is Right											
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----		1			\$100.00		0.00				
E 56	WFMY	09/19/12	09/19/12	M-F 3-4p	CM	3-4p	--W----	:30	1	\$65.00	P-4	0.00	NM	1	\$65.00
				Let's Make a Deal											
LETS MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----		1			\$65.00		0.00				
E 57	WFMY	09/19/12	09/19/12	M-F 5-6a	CM	5-6a	--W----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
				5-6a GMS ROT											
GOOD MRN SH 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----		1			\$55.00		0.00				
E 58	WFMY	09/19/12	09/19/12	PA (M-F)	CM	7-8p	--W----	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
				Wheel/Jeopardy											
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----		1			\$220.00		0.00				
E 59	WFMY	09/19/12	09/19/12	CBS This Morning	CM	8-10a	--W----	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
				CBS This Morning											
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----		1			\$40.00		0.00				
													Totals	59	\$11,805.00